

West Valley City **POLICE**

Office of Chief Lee W. Russo

3575 South Market Street, West Valley City, Utah, 84119

WVCPD Conducting Crosswalk Safety Operation

DATE: February 10, 2015

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On Wednesday, February 11, 2015 WVCPD will conduct a crosswalk safety operation at the intersection of Redwood Road and 3500 South.

The operation will consist of a plain-clothed officer attempting to cross these streets as any member of the community typically would. Utah law requires approaching vehicles to stop for pedestrians crossing in a marked crosswalk. When a motorist does not stop for the pedestrian, a nearby officer will conduct a traffic stop and warn or issue a citation to the motorist.

This crosswalk operation is an effort to promote pedestrian safety through education and enforcement of the traffic laws that pertain to vehicle and pedestrian violations. According to the Utah Department of Public Safety, in 2013, 903 Utah pedestrians were hit by motor vehicles. So far in 2015, we have had 4 pedestrian fatalities in Utah. This is not a good start. The goals of this WVCPD operation are to improve pedestrian safety, to change dangerous driver behaviors and to reduce injury, death and property damage associated with vehicle versus pedestrian traffic collisions.

When: Wednesday, February 11, 2015 from 10am until 12pm

Where: Intersection of 3500 South and Redwood Road. Please feel free to join us at the south east corner of the intersection where a traffic officer will be available for interview about the operation and its significance.

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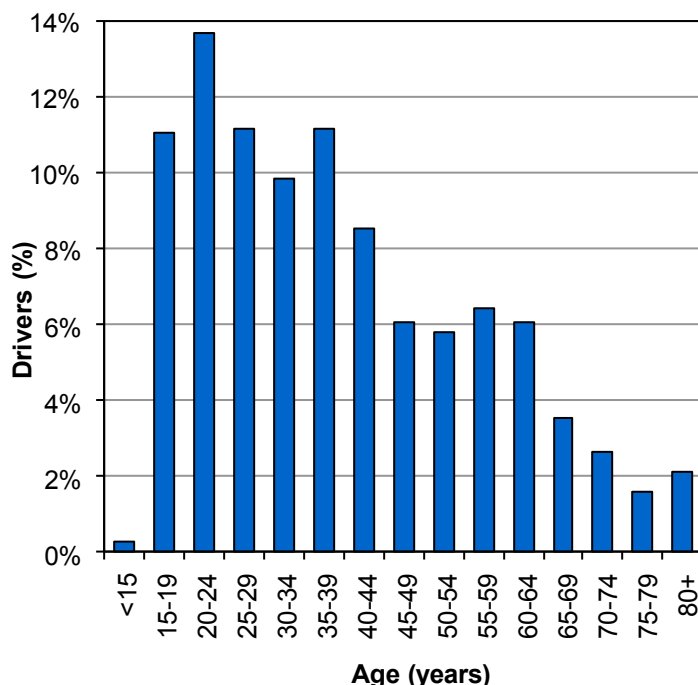
Did you know in 2013:

- 903 pedestrians were struck by motor vehicles; 783 were injured and 30 were killed.
- Pedestrians accounted for 1% of persons in crashes and 14% of deaths.
- Pedestrian crashes were 12.1 times more likely to result in a death than other crashes.

Pedestrians

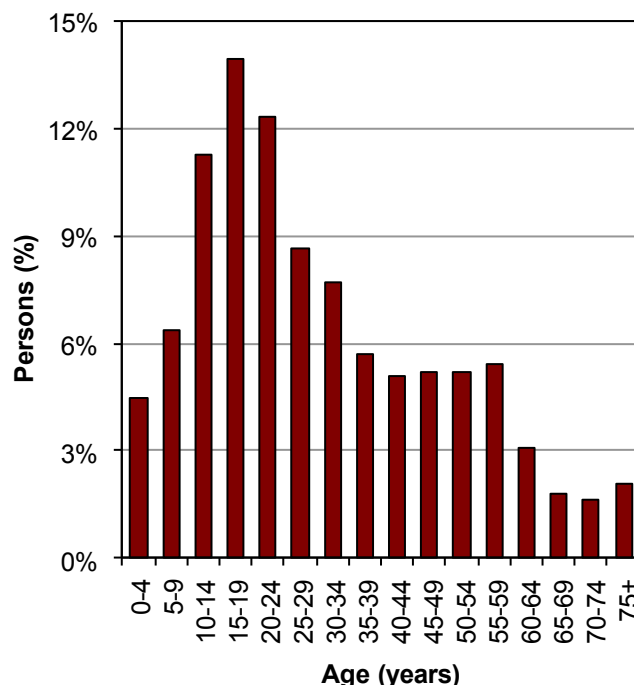


Age of Drivers in Pedestrian-Motor Vehicle Crashes (Utah 2013)



- Over one-half (57%) of drivers in pedestrian-motor vehicle crashes were under 40 years.

Age of Pedestrians in Pedestrian-Motor Vehicle Crashes (Utah 2013)



- One-half (49%) of the pedestrians in crashes were under 25 years of age.

Leading Contributing Factors of Drivers in Pedestrian Crashes (Utah 2013)

1. Failed to Yield Right of Way (29%)
2. Hit and Run (13%)
3. Driver Distraction (8%)
4. Improper Backing (4%)
5. Speed Too Fast (4%)



Leading Contributing Factors of Pedestrians in Crashes (Utah 2013)

1. Improper Crossing (13%)
 2. Darting (9%)
 3. In Roadway Improperly (7%)
- 54% of pedestrians had no contributing factor in the crash.

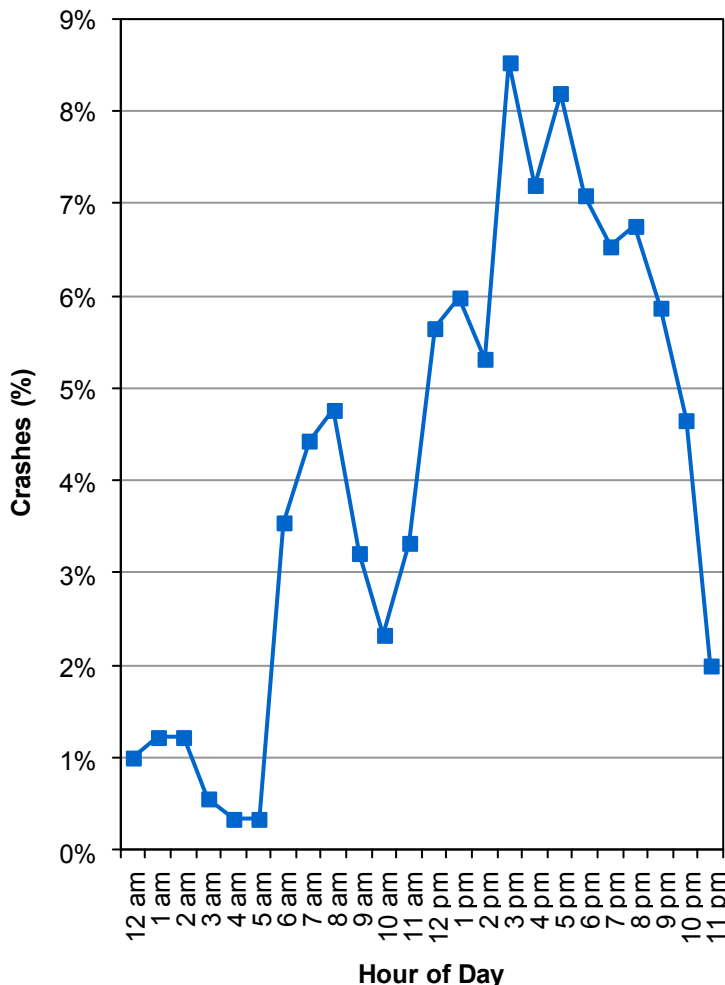


Pedestrians



Nearly one-third (28%) of drivers who hit pedestrians were turning. Drivers need to watch for pedestrians before turning.

Pedestrian-Motor Vehicle Crashes by Hour (Utah 2013)

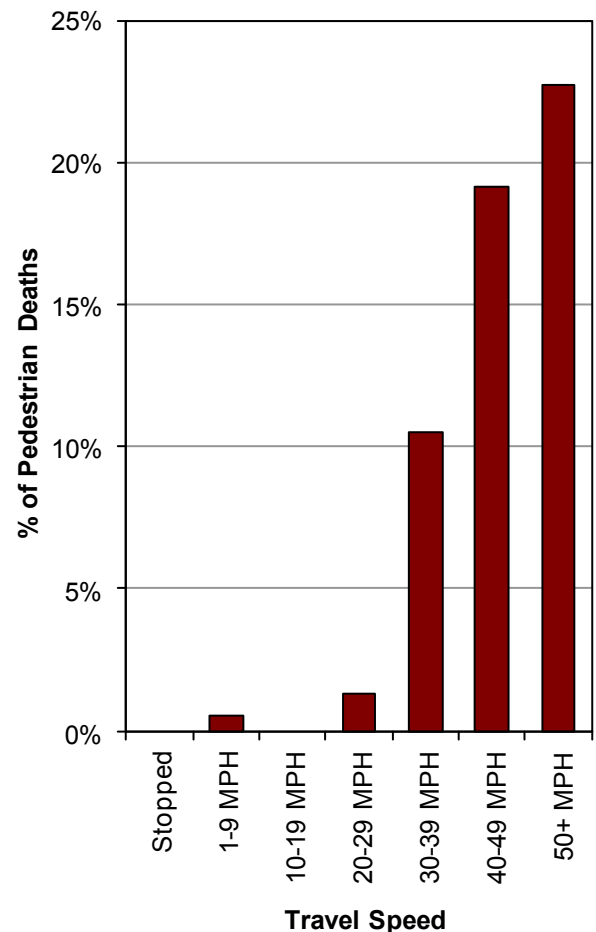


- Pedestrian-motor vehicle crashes occurred most often between 3:00 p.m.-8:59 p.m.

Location of Pedestrians in Crashes (Utah 2013)

1. Marked Crosswalk (40%)
2. In Roadway Not at Intersection/Crosswalk (28%)
3. Shoulder (8%)
4. Unmarked Crosswalk (6%)
5. Sidewalk (5%)

Percent of Pedestrian Deaths by Vehicle Travel Speed (Utah 2013)



- The higher the speed of the vehicle the more likely the pedestrian was injured or killed in a crash.
- Pedestrians hit by a vehicle traveling 40 MPH or higher were 14.5 times more likely to die.

Motor Vehicle Action Prior to Crash (Utah 2013)

1. Straight Ahead (49%)
2. Turning Right (15%)
3. Turning Left (12%)
4. Backing (8%)
5. Parking (6%)

